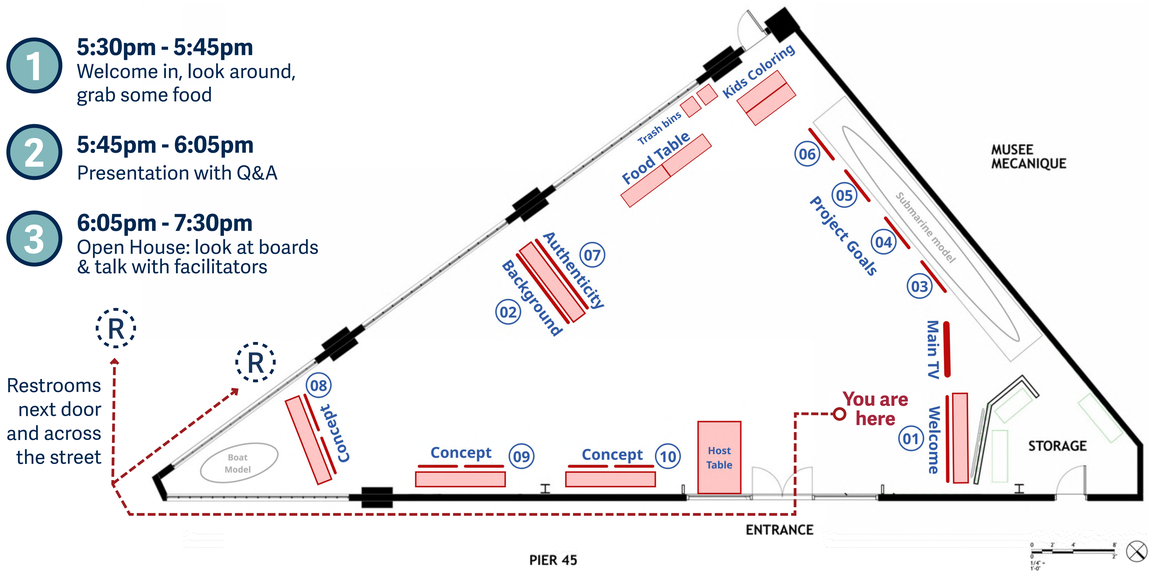
Welcome !

Agenda & room layout

1. **5:30pm - 5:45pm**
   Welcome in, look around, grab some food
2. **5:45pm - 6:05pm**
   Presentation with Q&A
3. **6:05pm - 7:30pm**
   Open House: look at boards & talk with facilitators



Waterfront resilience projects

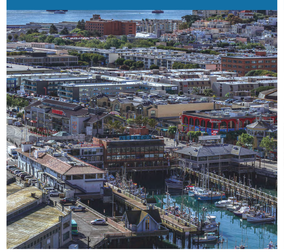
The Port of San Francisco manages the waterfront as the gateway to a world-class city, and advances environmentally and financially sustainable maritime, recreational and economic opportunities to serve the City, Bay Area region, and California.

Scan QR code to SEE MORE of the Port's Waterfront Resilience Projects

Waterfront Resilience Program

The Port's Waterfront Resilience Program will take actions to reduce seismic and climate change risks that support a safe, equitable, sustainable, and vibrant waterfront. The program takes a phased, place-based approach, acting now in areas with the highest risk, while planning for coordinated, shoreline protection over the long term.

Fisherman's Wharf Forward

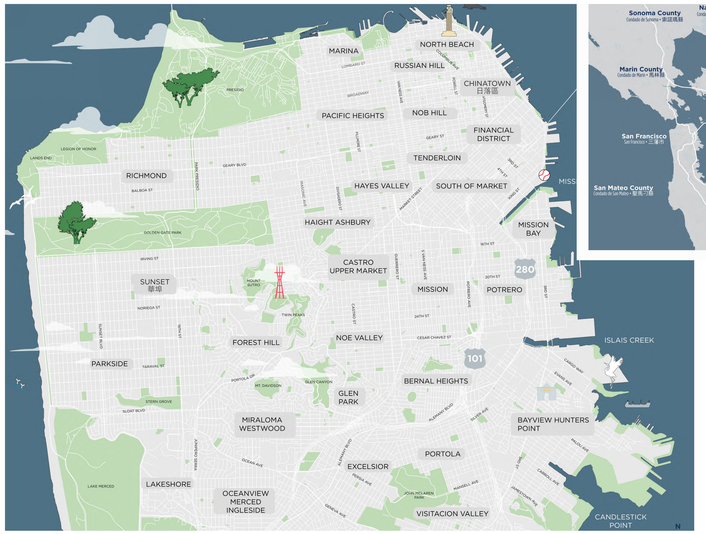


Downtown Coastal Resilience Project

South Beach Coastal Resilience Project

What is your connection to Fisherman's Wharf?

Where do you LIVE ( ), WORK ( ), or VISIT ( ) from?



What best describes your relationship to Fisherman's Wharf?

Maritime User
I fish, operate a charter boat, or lease a berth here.

Customer
I buy fish or go on fishing charters.

Visitor
I eat, shop, or spend time here.

Employee
I work at one of the businesses at the Wharf.

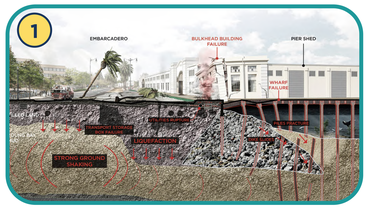
Neighbor
I live a short distance from Fisherman's Wharf and visit for a variety of activities.

What are we talking about today?

Fisherman's Wharf Forward is a long-term investment in the seismic safety, flood resilience, and future success of one of San Francisco's most important waterfront neighborhoods. The project will help protect the working waterfront, strengthen the fishing industry, improve public access, and preserve the character of Fisherman's Wharf for future generations.

Project background

Why plan for change at Fisherman's Wharf?

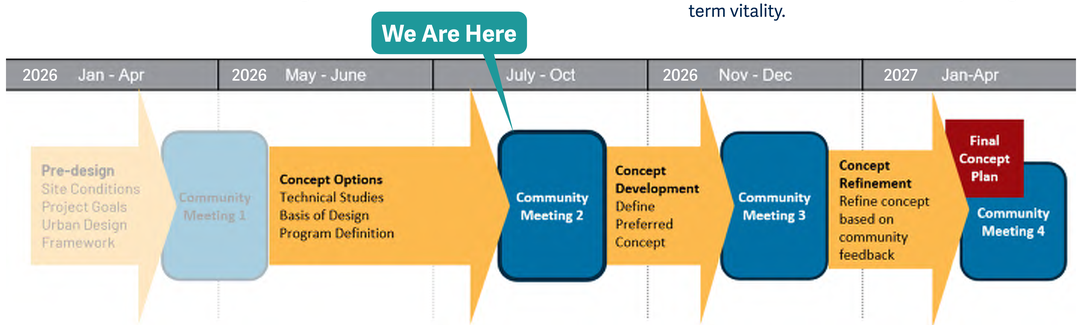


Much of the infrastructure that supports Fisherman's Wharf is aging and vulnerable to earthquakes, flooding, and sea level rise. Fisherman's Wharf Forward is making the investments needed to protect the shoreline for generations to come.

The Inner Lagoon is the historic heart of San Francisco's commercial fishing industry. Fisherman's Wharf Forward will explore ways to improve harbor operations, modernize aging infrastructure, and strengthen the working waterfront that defines the neighborhood.

With over 12M visitors every year, Fisherman's Wharf is one of San Francisco's most visited destinations and an important driver of tourism, jobs, small business activity, and waterfront culture. Investing in the Wharf's future helps strengthen San Francisco's economy and contribute to the City's long-term vitality.

Project Timeline



What we've heard so far

Project Goals

Based on community feedback, the project team has developed the following project goals. Fisherman's Wharf Forward will transform Taylor Street and the Inner Lagoon into a resilient waterfront that:

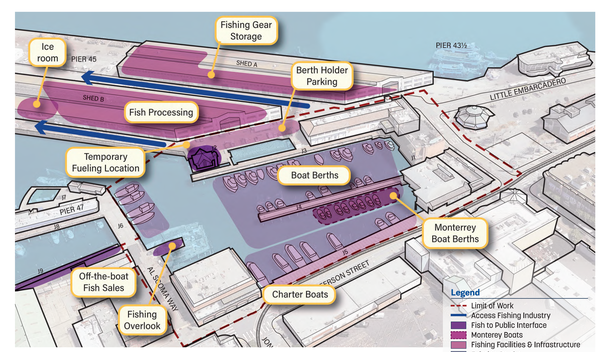
> Place a sticker next to the priority that matters most to you

- Maintains an authentic and vibrant place
- Supports the working waterfront
- Improves the public realm and accessibility
- Restores economic vitality
- Creates earthquake-safe and flood-resilient infrastructure

Existing conditions at the Inner Lagoon

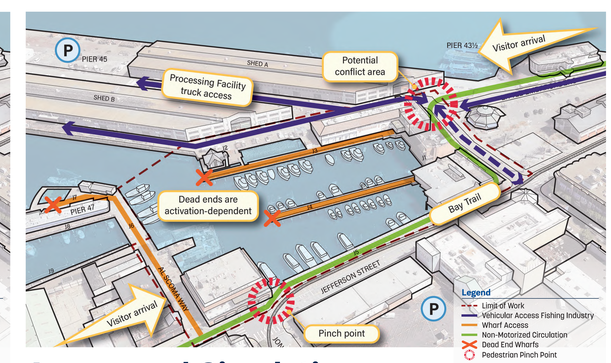
Project Boundary and Scope

Fisherman's Wharf Forward focuses on the Inner Lagoon, a central part of the larger Fisherman's Wharf neighborhood. The existing seawall and ground below the east and north parts of the lagoon need to be rebuilt to withstand earthquakes in the short term and sea level rise in the longer term.



Fishing Uses

The Inner Lagoon and Pier 45 are part of an active working waterfront where commercial fishing, seafood sales, and other maritime activities take place. Supporting these operations is a central goal of the project.



Access and Circulation

Taylor Street is a key access route for maritime users and visitors. It connects Pier 45 fishing activity to the rest of the city, while also serving as a critical link for public access to the waterfront. The SF Bay Trail runs through the site from Little Embarcadero to Jefferson Street.

Project priorities

Working Waterfront

The Inner Lagoon has been the home of San Francisco's fishing fleet and center of the fishing industry in the region since the 1920s. Keeping fishing visible and thriving is a central goal of the Fisherman's Wharf Forward.

Why is this important?

80%
of San Francisco's fishing fleet is berthed at Fisherman's Wharf, 160 out of 203 commercial vessels.

21M lbs
of fish move through Pier 45 on their way to market each year, making Fisherman's Wharf the largest hub for fish processing on the West Coast

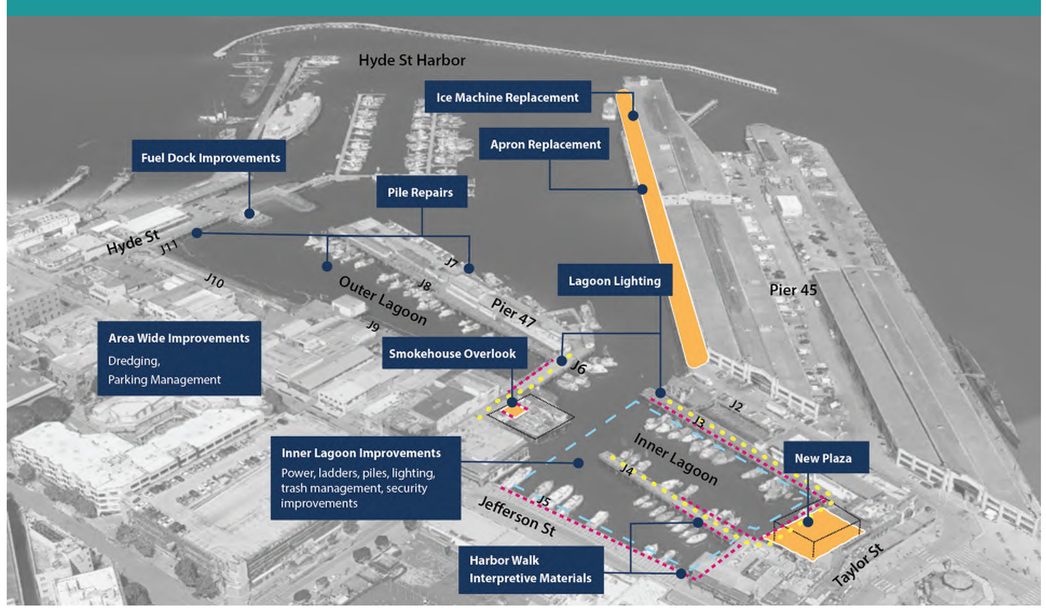
Life Span
many of the timber wharves and piles are 100+ years old and in need of replacement.

Changing Fisheries and Seasons
changes in the environment, fish populations, and regulations have dramatically shortened fishing seasons for once abundant catches, such as Dungeness Crab and Salmon

We have heard

- The current **fairways are too narrow** for all boats to navigate effectively and easily.
- The location of types of boats in the harbor is important to the harbor users.
- The current harbor layout does not meet **universal accessibility** requirements and standards.
- As the local **fisheries change**, different fishing boat types and sizes are needed.
- Many members of the local fleet prefer **wharves and ladders** to floating docks.

Good to know



The Port is leading several other projects to update maritime infrastructure for our fishing fleet, shown on the map above.

Which of these harbor amenities are most important to you? *(Pick up to 3)*

- Wider fairways
- Bigger berths
- Better access to customers
- Boat Workshop
- Boat Lift
- Place for in-water boat work
- Parking
- Circulation between parking and berths
- Private indoor amenity space
- Gear laydown space
- Other

Which harbor experience is most exciting to you? *Add dots*

- Walking along the edge of the lagoon
- Walking into the center of the lagoon on a wharf
- Off-the-boat fish sales
- Understanding the history and function of the local fishing fleet
- Watching historic boat repair
- Participating in charter excursions and boat tours
- Other

Project priorities

Public Realm and Access

One of the main goals for this project is to create a more accessible, welcoming, and inclusive public realm around the Inner Lagoon. This means balancing the operations of fishing activity around the Inner Lagoon and Pier 45 with the visitor experience of the 12M+ people who come here every year.

Why is this important?

1 in 4
adults in the US live with a disability. Currently, there are many barriers to accessibility in the Inner Lagoon.

34,000
people per day on average move through the project area

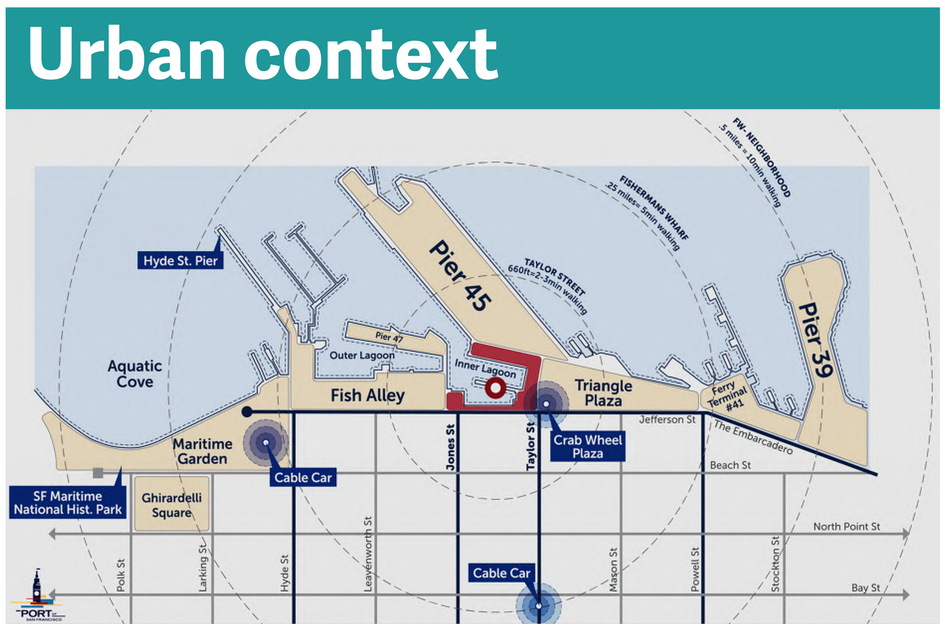
Public Shoreline Access
is a local and regional priority

4am-6am
the time that Pier 45 is most busy with truck traffic

We have heard

- Improving **visitor comfort** (i.e., restrooms, places to sit) and **wayfinding** (i.e., clear connections to nearby transportation connections) are community priorities.
- Balancing **maritime operations** and security with **public access** is key to success – visitors should be able to see, but not interfere with, the working waterfront .
- Different **microclimates** and weather conditions dramatically change how comfortable it feels to be outside on a given day .
- The new Alioto's Plaza opened **views to the harbor** for the first time in decades. As people use this new open space, we can learn what works well and what could be improved.

Urban context



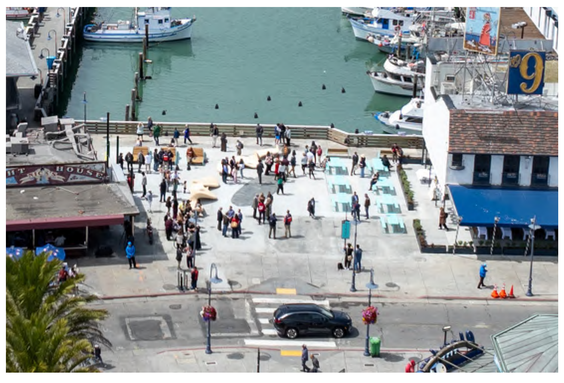
The project site is a destination within a destination

What kind of open space feels most attractive to you for this area? *Add dots on*

1. A plaza with a covered pavilion

2. A waterfront promenade

3. A pier in the center of the lagoon



4. A flexible plaza

Where is your favorite public space in SF and why? *Add Sticky notes*

Project priorities

Economic Vitality

Fisherman's Wharf is one of San Francisco's most visited destinations and an important driver of tourism, jobs, small business activity, and waterfront culture. Investing in the Wharf's future helps strengthen San Francisco's economy, support local businesses, improve visitor experiences, and contribute to the City's long-term recovery and vitality.

Why is this important?

12.5 M

people visit Fisherman's Wharf each year.

Pandemic vacancies have dramatically reduced economic activity at the Inner Lagoon.

Large format restaurants make up most of the retail at the Inner Lagoon today, but there are few tenants interested in large and aging buildings.

The buildings at the Inner Lagoon were not built to last and have come to the end of their useful life .

We have heard

- People want more **diversity of retail offerings:** different kinds of food, more options throughout the day and into the evening, and more everyday uses for locals and visitors.
- There is strong desire for more **direct-to-consumer** connections with the local fishing fleet
- **Upstairs retail** is very hard to tenant
- People like the **crab stations** as a casual way to enjoy seafood and as a connection to the area's past
- **Architectural preservation** of the existing buildings would be technically challenging and very expensive

Good to know

Scan the QR code to learn more about **Fisherman's Wharf Revitalized.**

Fisherman's Wharf Revitalized is a **complementary project** next door, at the Triangle Lot and Pier 45 sheds A and C. These projects are coordinating to deliver integrated infrastructure, public realm, and programming for the broader Fisherman's Wharf neighborhood.

We have heard from the public that the following types of programming and activities would bring them to the Fisherman's Wharf area. Select your favorite options. (pick up to 3)

- Unique attraction and destination, such as a music venue
- Fresh seafood sales
- Indoor daily market
- Outdoor weekly market
- Grab and go food vendors, such as crab stands
- Sit down restaurant
- Casual restaurant, such as a café
- Outdoor dining
- Outdoor events
- Specialty Retail, such as fishing gear or cooking tools
- Cultural activities, such as educational programming or festivals
- Roof deck with a view
- Other

Project priorities

Resilient Infrastructure

Much of the infrastructure that supports Fisherman's Wharf is aging and vulnerable to earthquakes, flooding, and sea level rise. Fisherman's Wharf Forward is making the investments needed to protect the shoreline, harbor, businesses, public spaces, and waterfront experience for generations to come.

Why is this important?

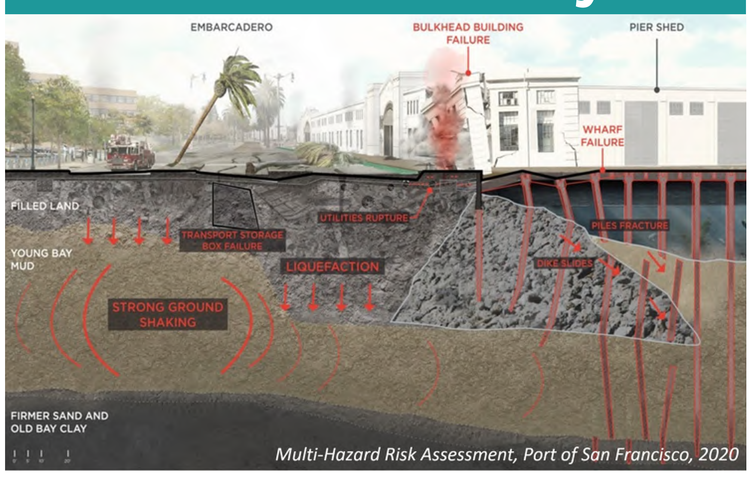
The seawall underneath Taylor Street was built around 1900 and is in dire need of repair

Much of Fisherman's Wharf is built on landfill from the 1906 earthquake, which is not seismically stable

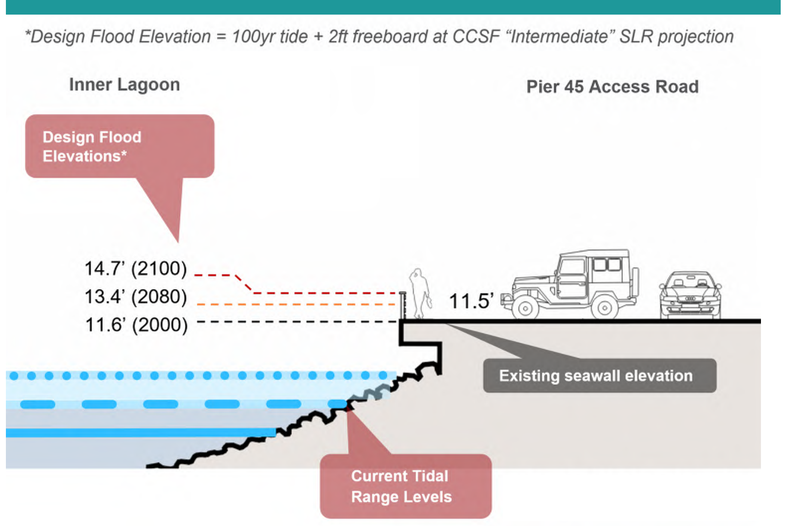
With no project, sea level rise will cause flooding at Fisherman's Wharf within the next few decades

Investing today helps ensure the Wharf remains safe, accessible, and resilient into the future for decades to come.

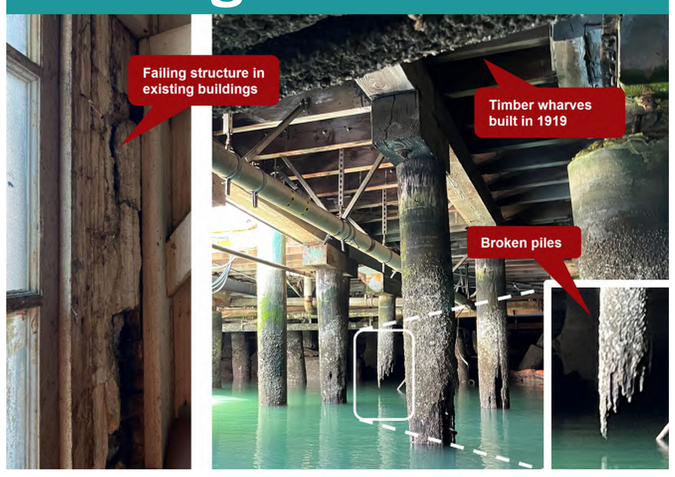
Seismic Vulnerability



Sea Level Rise



Existing Condition



Sustainability Strategies

Sustainability is a City priority. The primary sustainability goals that we are exploring for this project are:

1. Improving water quality

2. Reducing greenhouse gas emissions

3. Reducing waste

Stormwater management | **Harbor design** | **Electrification** | **Low-carbon materials** | **Robust, resilient structures** | **Limited ongoing maintenance**

What do you think?

What do you want to know about resiliency and sustainability at Fisherman's Wharf?

Authentic and vibrant place

Over the years, the Inner Lagoon has evolved to meet the changing needs of the fishing industry

Throughout, this has always been a place where you can experience the entire supply chain from the fishing boat to the plate.

1850s

Original Location

Originally Fisherman's Wharf was located at the toe of Telegraph Hill. Around 1900, the City built a new seawall and cargo piers, forcing the fleet to move. The fleet was relocated to today's Wharf, a sheltered harbor close to the Golden Gate.

1900s

The Italian Wharf

Most of the fleet was owned and operated by Italian fishermen, and many of the traditions of the wharf were carried over from Italy. The blessing of the fleet is an important cultural tradition that continues to this day.

1920s-1930s

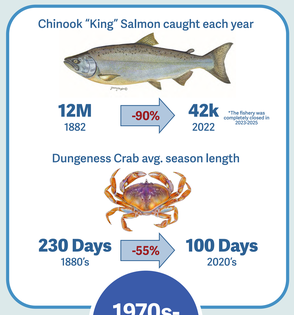
Crab Stands Emerge

Crab fishermen find that they can make more money cooking crabs and selling them - some even sell their fishing boats to go all-in on cooking and selling crabs.

1940s-1960s

Large Restaurant Era

Crab stands are so successful, some of them are converted to large-format restaurants. These are popular locations for large family gatherings on weekends and special occasions.



1970s-1990s

Fishing Challenges

Environmental impacts from human activity can harm ocean fisheries. Signature catches have become more rare due to these changes, causing the need for fishermen and consumer preferences to adapt.

1980s

Fishing Industry Support

After the 1989 Loma Prieta earthquake, the Port invests $17M to rebuild Pier 45 as the largest fish processing facility in Northern California

2020s

Pandemic Challenges & Recovery

The pandemic impacts tourism and many of the restaurants close. In response, the Port invests in events and programming along the Little Embarcadero and a popular off-the-boat fish sales program.

?

What's Next in the Evolution of Fisherman's Wharf

2030s and beyond

Looking forward...

For 100 years, the timber wharves, gooseneck lights, and dense harbor have remained. Buildings, boats, and the fishing industry have evolved. How should the Inner Lagoon evolve for the decades ahead?

How do you think Fisherman's Wharf should maintain an authentic sense of place as it evolves?

> Place a sticker along the spectrum

Agree with Below	Neutral	Agree with Below
Rebuild the lagoon in a similar shape to what exists today	**Shape of the Inner Lagoon**	Update the lagoon to improve functionality for the fishing industry
Keep narrow alleys that create a sense of discovery and frame lagoon views	**Public Space & Access**	Create waterfront promenades that offer more expansive views of the water

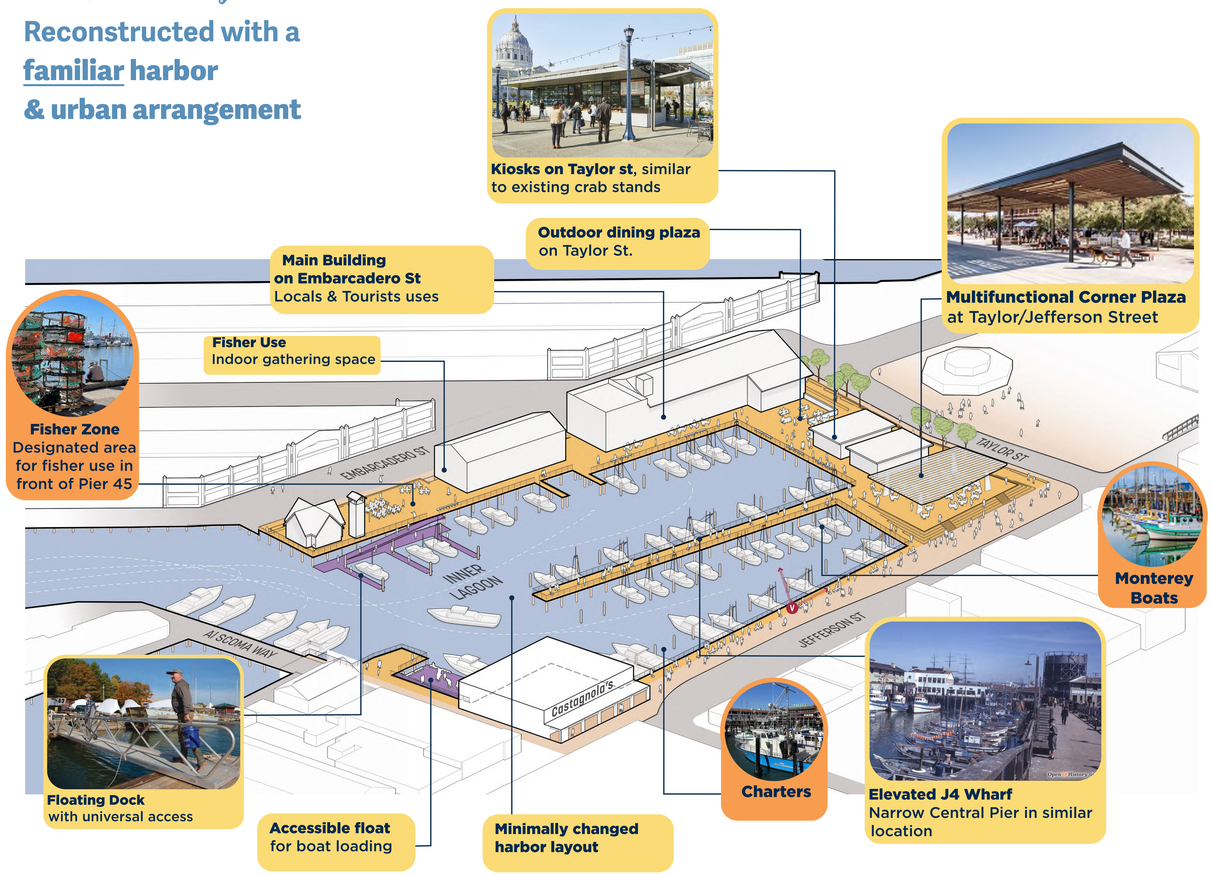
Agree with Below	Neutral	Agree with Below
Rebuild to closely match existing shape, size, and layout of buildings	**Architecture/Urban Design**	Rebuild to open up more views, public spaces, and space for fishing industry use
Keep a seafood restaurant/ maritime focus	**Building Uses**	Offer a wider variety of retail experiences

Concept 1: Renewed Wharf

Overview

The Inner Lagoon is...

Reconstructed with a familiar harbor & urban arrangement

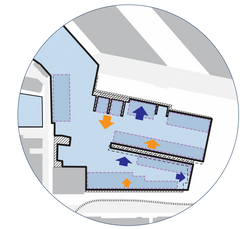


Share your thoughts!

> *Mark what you like with a green dot, and what you don't with a red dot, or add a sticky note with your comments*

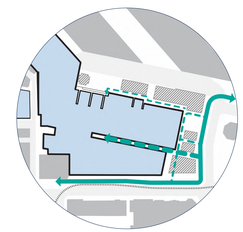
Big Moves

Harbor Layout



Rebuild harbor with minor adjustments to layout to allow for larger boats

Open Space and Access

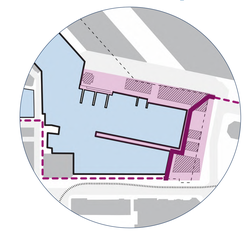


Bring a welcoming arrival plaza and a series of small urban plazas around the Lagoon

Building & Uses

Buildings & structures define the urban edges in a similar way to today's layout

Seawall & Seismic Improvements



New seawall to defend against flooding; rebuilt structures for seismic resilience.

Concept design shown to spark discussion and feedback. Not a final design.

Proposed view from Jefferson St

Goals

Working Waterfront

- Retains the existing harbor and boat berthing layout
- Accessible berths located near fish processing operations

Public Realm and Access

- Generous and comfortable corner plaza

Economic Vitality

- New crab stations on Taylor St
- Retail building at Fisherman's Grotto site

Resilient Infrastructure

- New seawall along Taylor Street

Authentic and Vibrant

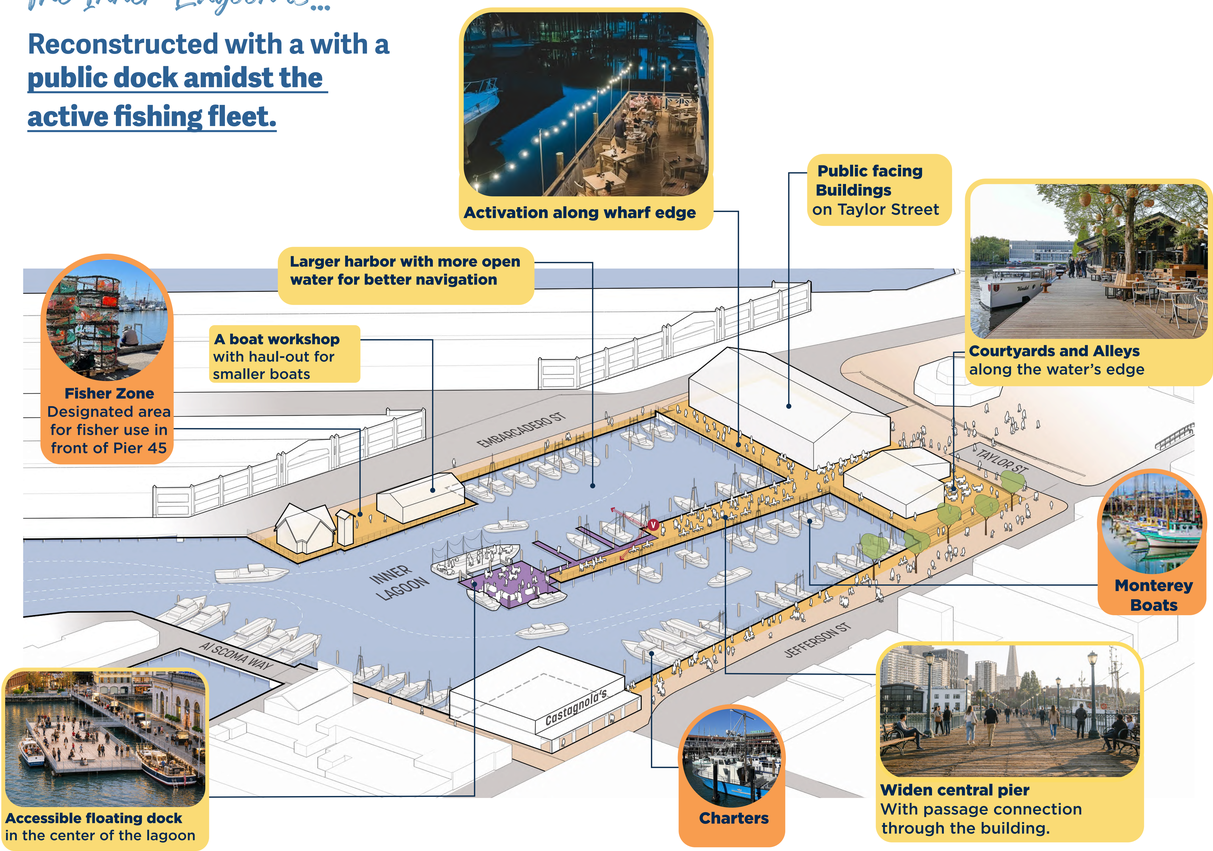
- Rebuilt form similar to what exists now
- Intimate wharves and passageways around harbor and between buildings

Concept 2: Central Dock

Overview

The Inner Lagoon is...

Reconstructed with a with a public dock amidst the active fishing fleet.



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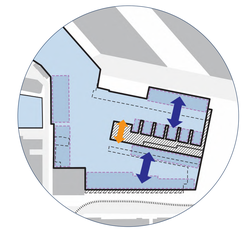
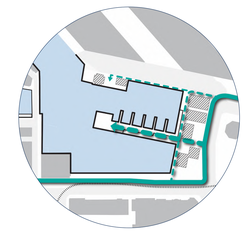
Big Moves

Harbor Layout



Expand lagoon for wider fairways and provide for a wider J4 wharf

Open Space and Access

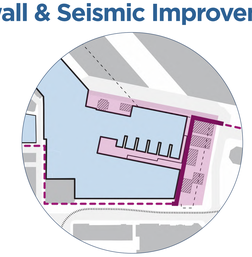


Invite visitors to a public dock in the middle of the lagoon; widen sidewalk on Jefferson Street

Building & Uses

Buildings establish the Taylor St edge, allowing dedicated fisher area in front of Pier 45

Seawall & Seismic Improvements



New seawall to defend against flooding; rebuilt structures for seismic resilience.

Concept design shown to spark discussion and feedback. Not a final design.

Proposed view from Central Wharf

Goals

Working Waterfront

- Wider fairways for safer boat navigation
- Wider central wharf for accessibility and sales
- Designated maritime use area around Chapel and Boat workshop

Public Realm and Access

- Generous central wharf with accessible float
- Active street edge along Taylor St

Economic Vitality

- Visible retail buildings along Taylor Street

Resilient Infrastructure

- New seawall along Taylor Street
- Central wharf and seawall elevated for flood risk

Authentic and Vibrant

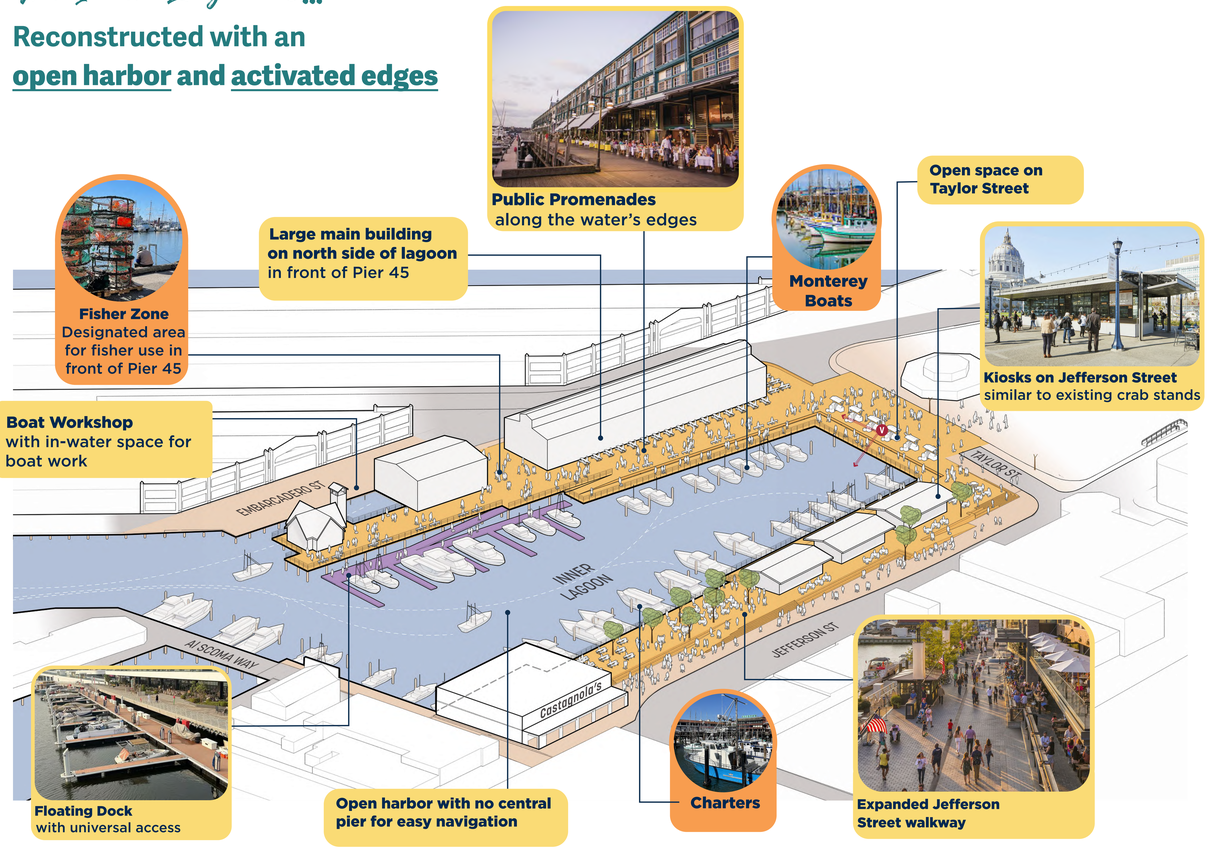
- Buildings frame the harbor
- Balances space for visitor and maritime users

Concept 3: Harbor Promenade

Overview

The Inner Lagoon is...

Reconstructed with an open harbor and activated edges



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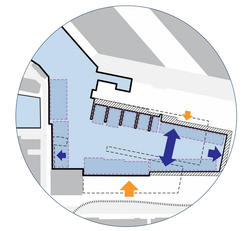
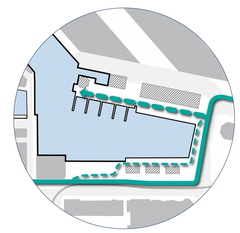
Big Moves

Harbor Layout



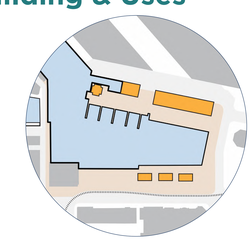
Narrow and extend the lagoon eastward; remove J4 for easier navigation

Open Space and Access



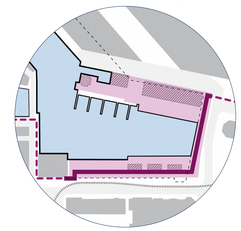
Re-imagine the North and South edges of the lagoon as a vibrant promenade

Building & Uses



Buildings reinforce the Embarcadero connection & activate the Jefferson St edge

Seawall & Seismic Improvements



New seawall to defend against flooding; rebuilt structures for seismic resilience.

Concept design shown to spark discussion and feedback. Not a final design.

Proposed view from Taylor St

Goals

Working Waterfront

- In-water area for boat repair
- Expansive fairway and wider berths for different boats

Public Realm and Access

- Generous promenades around harbor
- Expanded walkways and gathering spaces along Jefferson St.

Economic Vitality

- Variety of retail leasing opportunities

Resilient Infrastructure

- New seawall along Taylor and Jefferson St.
- Elevated ground on three sides of lagoon provides flood protection

Authentic and Vibrant

- Greater access to harbor edge
- Active uses along waterfront